

Message Text

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ORIGIN EB-11

INFO OCT-01 NEA-09 ISO-00 COME-00 AS-01 RSC-01 /023 R

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DRAFTED BY: OED/EID/BC&OV/GILPATRIC

APPROVED BY: EB/OCA/REP: GPWILSON

STATE/NEA/EGY: G.G. BROWN

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R 171905Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

UNCLAS STATE 154466

E.O. 11652: N/A

TAGS: BDIS, EG

SUBJECT: SEVEN-UP FRANCHISE

REF: CAIRO 5004

1. PRESIDENT THIES OF SEVEN-UP INTERNATIONAL TELEPHONED BIC
FOLLOWING INFORMATION POINTS IN RESPONSE REFTEL:

A) SEVEN-UP HAS NO KNOWLEDGE OF UNICONSULT. THERE WAS
COMMUNICATION IN MAY 1973 BETWEEN BEIRUT OFFICE AND A
MR. KARANOUEH OF CAIRO BUT WITHOUT IMPLICATION OF ANY
FRANCHISE OFFER. THIES ASSUMES KARANOUEH MAY HAVE MADE
SUBSEQUENT CONNECTION WITH PRINCIPALS OF UNICONSULT IDENTIFIED
IN EMBASSY MESSAGE AND CONCURS WITH SUGGESTION IN OUR
INTERIM ACKNOWLEDGEMENT OF REFTEL THAT ANY ALLEGED MISUNDERSTANDING
OF BEIRUT LETTER SHOULD BE CLARIFIED THROUGH DIRECT APPROACH
TO THAT OFFICE.

C. SERIOUS CONSIDERATION IS BEING GIVEN BY SEVEN-UP TO
CAIRO-AREA FRANCHISE FOR EGYPTIAN GROUP WITH WHICH HAG IS
ASSOCIATED, INCLUSIVE OF PARTICIPATION IN NEGOTIATIONS.

2. IF EMBASSY HAS OR OBTAINS INFORMATION WHICH SUGGESTS
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SEVEN-UP PROCEEDING WITH ACTION CONTEMPLATED IN C ABOVE

WOULD BE UNWISE, OR COULD JEOPARDIZE GOE LICENSE APPROVAL,
BIC WILL SO ADVISE THIES. KISSINGER

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